

A black and white photograph of a spiral-bound notebook, a black pen, and a ruler on a dark surface. The notebook is open, showing a blank page. The pen is a sleek, black ballpoint pen. The ruler is a standard wooden ruler with black markings and numbers. The background is a dark, textured surface.

# ALAYNA MARIE

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Brand Presentation  
Feb 28, 2019



# INSPIRATION:

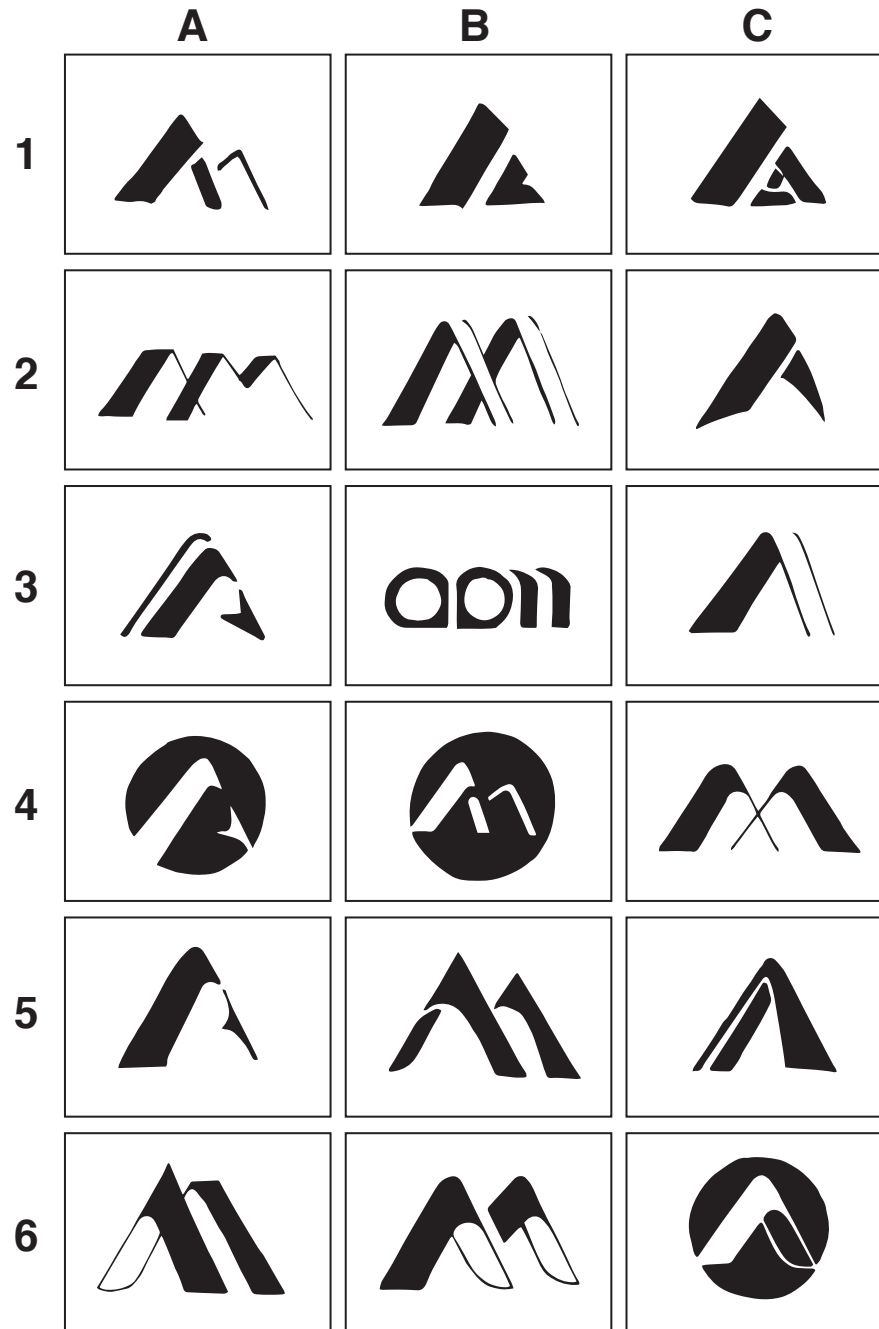


## Main Brand Principles

- Simplicity
- Modernity
- Geometricity
- Vibrancy



# EXPLORATION:



## Recurring Concepts

- A shape referring to first name and also a primary geometric shape
- Circles representing cyclical nature of design and also another geometric shape
- Angles intersecting with curved shapes for modernism
- Simple shapes described by a single color for simplicity



# **PANTONE 321 CP**

Clean, Friendly, Vibrant, Modern







# BRAND BREAKDOWN:

## White Background:

The ultimate in simplicity, clean, approachable



## Iconography:

A triangle bounded within a circle, representing the first letter of Alayna, the overcoming of obstacles, the nature of the design process, and more

## Typographic Treatment:

High tracking and lack of capitalization to further a modern look that is approachable

alayna marie

## Font: Condor Comp Light

Sans-serif with a Gilded Age flair—evoking femininity and modern design sense simultaneously

## Black:

Secondary color to the brand, used to break up white and increase contrast, may be absent in a singular piece, but ties together multiple collaterals







# BUSINESS CARDS:



CMYK



19 pt soft touch  
matte with spot  
gloss and rounded  
corners

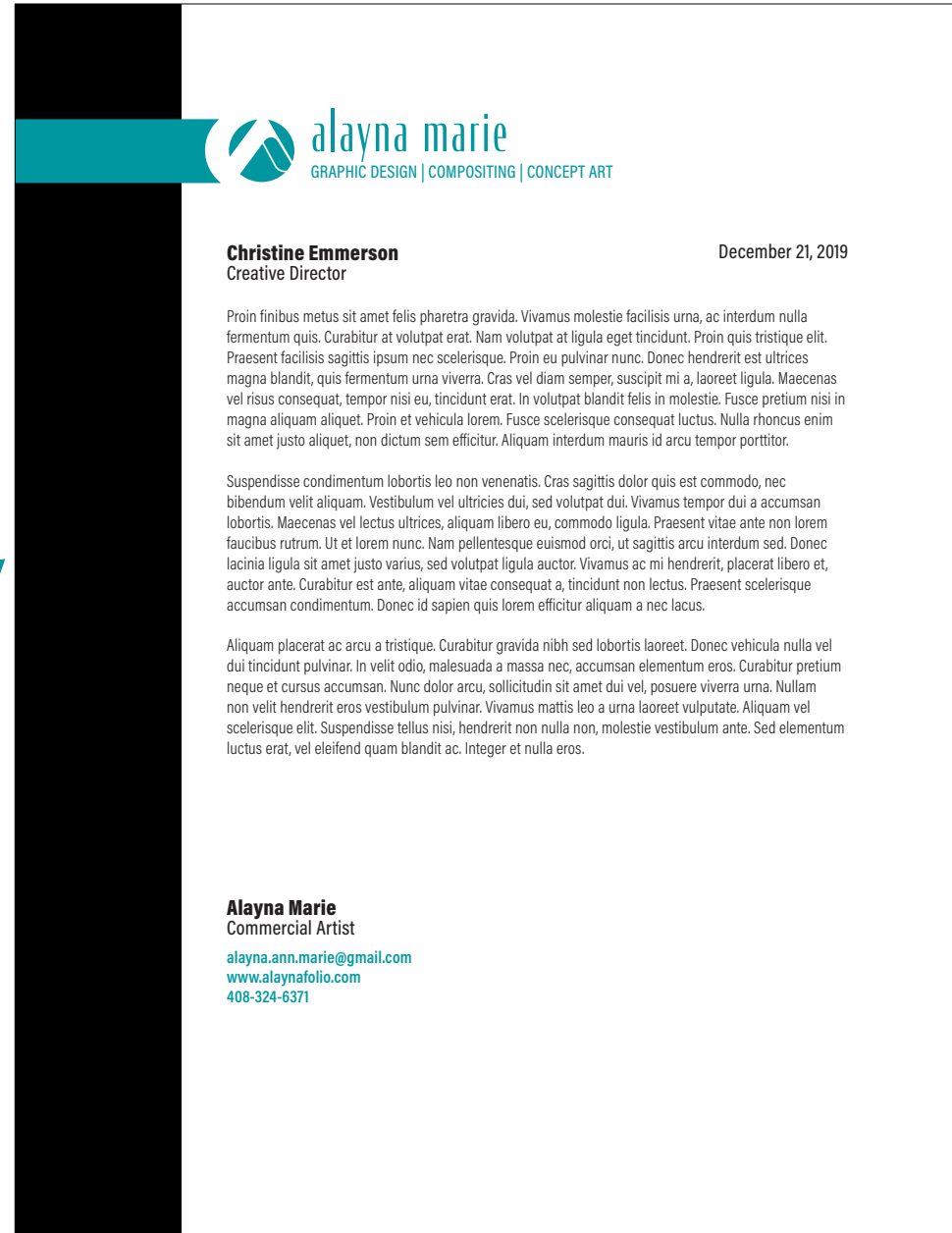
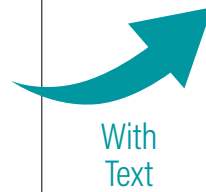
Spot Gloss Mask



# LETTERHEAD:



Brilliant 80lb Linen Stock





# IN CONTEXT:







alayna marie